



Universiti Teknologi MARA

**Electronic Retailers' Perception of
Internet Retail Service Quality**

Che Suzana Aida Binti Che Nordin

Thesis submitted in fulfillment of the requirements for
Bachelor of Science (Hons) Business Computing
Faculty of Information Technology And
Quantitative Science

October 2004

**ELECTRONIC RETAILERS' PERCEPTION
OF
INTERNET RETAIL SERVICE QUALITY
BY
CHE SUZANA AIDA BTE CHE NORDIN**

This thesis was prepared under the direction of thesis advisor, Pn. Mardziah Hashim, Department of System Science, and it has been approved by thesis supervisor, Pn. Norjansalika Janom. It was submitted to the Faculty of Information Technology and Quantitative Sciences and was accepted in partial fulfillment of the requirements for the Degree of Bachelor of Science.

Approved by:

Pn. Mardziah Hashim
Thesis Advisor

Pn. Norjansalika Janom
Thesis Supervisor

Date: NOVEMBER 04, 2004

DECLARATION

I hereby declare that this thesis is based on the results found by myself. Materials of work found by other researcher(s) are mentioned in the reference. The original work contained herein have not been taken or done by unspecified sources or person.

Oktober 21th, 2004

CHE SUZANA AIDA BT CHE NORDIN

2002238174

ACKNOWLEDGEMENT

Alhamdulillah, in the name of ALLAH, The Al-Mighty, The most Gracious and the Most Merciful Peace and Blessing of ALLAH, The Al-Mighty upon our beloved prophet (Peace Upon Him), his entire relative and all his companions and all those had followed.

Special thank to my supervisor Puan Norjansalika bt. Jonam; for her wonderful support, guidance and cooperation that had been given to me throughout the compilation of this project. to Puan. Hj. Mardziah Hj. Hashim who had been guiding the writing of this report from the beginning. And also to all lecturers, staffs and students of FTMSK who were very helpful in providing me with valuable information and support.

I would like to extend a special thanks to my classmates on their support in sharing information and, precious advice and support during completing this project. The knowledge that has been given is valuable for my future practice or usage especially in the working area.

Not forget to thank to all my family and friends for their special support to me especially my roommates. Last but not least, I also to thank all people who were involve directly or indirectly towards the success of this project who really give the fully support, encouragement and motivation during this work done.

ABSTRACT

Dimension of critical factors that impact online retailing (e-quality) are synthesized from literature and organized along eleven e-service quality which are incubative dimension (ease of use, linkage, appearance, structure and layout, content and information) and active dimension (reliability, security, efficiency, communication, support and incentives). Using a random sample of nine Banks that have online banking services, the study benchmark real online transactions against e-quality service dimension. Finding suggests several areas that e-retailers should target for improvement. These areas include enhancing the capabilities of search engine, providing the ability to translate into multiple languages, enhancing way to interact with customer like chatting site, electronic bulletin board, and voice over IP, build more affinity program, reducing the number of clicks to complete a transaction and provide customer the ability to track order status and ease of check out. The use of the Internet as a channel for commerce and information presents an opportunity for business to use the Internet as a tool for customer relationship management (CRM) and electronic customer relationship (E-CRM). This study also attempted to uncover the state of customer services and Electronic Customer Relationship Management (E-CRM) implemented in online retailers. It was found that electronic retailers differ in the presence of the 42 different E-CRM features and also have different perception of e-service quality.